

## The World's Premier Managed Services and Cloud Computing Event Returns to Austin

MSPWorld™ is returning to Austin! For the second consecutive year, MSPWorld will be collocated with ITEXPO West. This collocation with ITEXPO allows for heavy booth traffic from the 8,000-10,000 attendees from ITEXPO, as well as the hundreds of attendees specific to managed services. No other event offers this kind of exposure.

Since its inception, MSPWorld has been the only event with a single, vendor-agnostic focus of supporting Managed Service Providers and their respective ecosystems. This event allows sponsors and exhibitors the best opportunity of the year to reach a very specific audience.

### The MSPWorld 2012 conference will focus on:

- Managed Services Leadership Course for Executives
- Financial and Business Matters Facing Cloud and MSPs
- Managed Services Professionalism & Ethics
- Strategies for Evaluating Vendors
- Managed Security
- Cloud Infrastructure Development, Management, and Provisioning
- Managed Services NOC & Help Desk Practices – Proven Best Practices
- Effective Marketing & Sales Practices for MSPs
- Managed Services Pricing Models
- Certifications – What You Need To Know About Your Partners & Vendors



**NEW**

### Exhibit Hall “Learning Center” Vendor Demo Opportunity

Do you have a fun product demonstration or an educational sound bite for our MSP Audience? Then sign up for a Time Slot in our Exhibit Hall Theater “Learning Center” to give a 15 minute educational message or a product demonstration to attendees on the show floor. Timeslots are available on a first-come, first-served basis, and are only available for Silver sponsors and higher.

“MSPWorld 2012 will delve into the most pressing channel and end-user issues that MSP and their customers confront every day.”

**Charles Weaver**  
President MSPAlliance

## Sponsorship Benefits

Being a sponsor at MSPWorld™ in Austin allows you to meet face to face with leading MSP professionals in a comfortable and profitable setting.

MSPWorld Conference and Expo is one of the largest managed services events in the world. Exhibiting at MSPWorld will give your company tremendous exposure to a wide range of delegates, including both channel and end-users.

MSPWorld exhibitors share the floor with ITEXPO the super powerful communications and technology conference attended by 8,000-10,000 people.

There is no better return on your investment this October than to exhibit and sponsor at MSPWorld in Austin.

## MSPAlliance MSPWorld™ Conference & Expo Sponsorship Opportunities

### Platinum Sponsor - \$35,000

- 20 x 20 Booth Space
- Your logo included with all promotional materials that will be mailed as well as on all promotional inserts featured in MSPAlliance and TMC publications. (More than 1,000,000 impressions possible.) Your logo on the cover of the show directory.
- Your logo on banners and signage
- Your company logo linked from the MSPWorld Conference & EXPO homepage to website
- Four-color, two-page spread advertisement in MSPWorld show Directory
- Internet banner ad rotating on the MSPWorld Conference & EXPO website from the time of sponsorship payment until the end of the show
- 200-word description in MSPWorld show directory and on the MSPWorld show page including your company's logo.
- Four-color logo with your listing in show directory
- Meterboard eight foot sign promoting your company at the show.
- Business card sized ad in attendee brochure.
- Button ad on MSPWorld Conference & EXPO website
- Opportunity to contact both pre and post show attendee list via email through MSPAlliance
- Five full-conference passes
- Inclusion of a special one-page company promotional piece in all attendee bags
- Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the show website
- Priority booth space selection for future MSPWorld conferences
- Snapshot of your company published on all MSPWorld and INTERNET TELEPHONY® media outlets. Includes Q&A with Charles Weaver and your CEO about the state of the industry. Q&A, picture and logo will be published.

***The cloud and SaaS  
market will reach nearly  
\$17 billion by 2015***

Source: Infonetics Research

## Gold Sponsor - \$20,000

- 10 x 20 booth space
- Your company logo on banners and signage created for the event.
- Your company logo and link from the MSPWorld Conference and Expo homepage to your website
- Unlimited emailed VIP passes imprinted with your logo to send to customers, partners and prospects inviting them to visit the exhibit hall free of charge
- Full page, four-color, spread advertisement in Show Directory.
- Internet banner (including a link to your site) rotating on the MSPWorld Conference & Expo website from the time of sponsorship payment until the end of the show.
- Four-color logo with your listing in MSPWorld Conference and Expo show directory.
- Your company name mentioned in conjunction with the event in press releases, e-newsletters, e-mail promotions, and editorial content on the show website

- Attendee bag insert
- Four Full Conference passes
- Opportunity to contact both pre and post show attendee list via email through MSPAlliance
- Full page, four-color, spread advertisement in Show Directory.
- Hyperlink From MSPWorld Conference & Expo website to your site
- 50 word description in the Show Directory and on the official Show website with logo and link to your website

## Silver Sponsor (Exhibitor)

- 10 x 10 - \$5,000
- 10 x 20 - \$8,500
- 20 x 20 - \$15,500

### As an exhibitor at MSPWorld you will receive the following:

- Two full conference passes
- Pipe and drape for any 10 x 10 or 10 x 20 space
- Unlimited emailed VIP passes imprinted with your logo to send to customers, partners and prospects inviting them to visit the exhibit hall free of charge
- Hyperlink from MSPWorld Conference & Expo website to your site
- 50 word description in the show directory and on the official show website with logo and link to your website
- Company booth sign
- Unlimited number of exhibitor badges for booth staff





## MSPWorld Networking Dinner

**Sponsor the MSPWorld® Networking Dinner Event and Guarantee that you Meet with the Who's Who of the MSP and Cloud Industry**

Due to overwhelming demand MSPAlliance co-founders Charles and Celia Weaver are putting together an exclusive night of networking. Sponsor this event and ensure that you meet the right people.

As a sponsor, you will get the opportunity to meet face to face with the MSPs as well as gain full access to the contact information of those who attend the dinner. Speaking opportunities are available for platinum sponsorships.

### Platinum Sponsor

- Prominent signage
- Access to full registration list (full contact details one week post event.)
- 3+ hours of Networking with MSPs and Cloud providers specifically selected by MSPAlliance
- All food and beverage\* (\*Venue, food & beverage selected by TMC)
- Attendee bag insert/giveaway
- Three invitations for your staff members
- **Exclusive opportunity to address MSPs (3-5 minutes)**

### Gold Sponsor

- Prominent signage
- Access to full registration list (full contact details one week post event.)
- 3+ hours of Networking with MSPs and Cloud providers specifically selected by MSPAlliance
- All food and beverage\* (\*Venue, food & beverage selected by TMC)
- Attendee bag insert/giveaway
- One invitation for your staff members

### A La Carte Dinner Options Available

- Logo Listing On All Promo Signage-\$1,500
- Attendee Bag Insertion -\$2,500



### Additional Sponsorship Opportunities

- Backpack Bag Sponsor -\$5,000
- Badge Insert -\$4,000 - **Sold Out**
- Lanyard -\$5,000 - **Sold Out**
- Break Sponsor -\$2,500
- Breakfast Sponsor -\$2,500
- Conference Chair Drop -\$2,500
- Exhibits Opening Sponsor -\$10,000
- Freestanding Billboard -\$2,500
- Lunch Sponsor -\$10,000
- Pen Sponsor -\$3,000
- Pre/Post Event Webinar -\$10,000
- Registration Sponsor -\$5,000
- Show Guide Full Page Ad -\$2,000
- Show Guide Half Page Ad -\$1,000
- Other